A picture containing shape

Description automatically generated

**Communications Plan for Next Chapter Campaign**

**Campaign Objective:** Donation To eliminate financial abuse.

**Key Messages:**

1. How spread is financial abuse.
2. Next chapter commit to fight financial abuse.
3. How to donate.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Description** | **Audience** | **Vehicle** | **Frequency** | **Sender** | **Action Desired** | **Measurement** |
| meeting | Bank staff | Internal announcement | 1 day | management | Take time to talk to staff about FA and the plan to fight it | One time |
| email | All | Email | 7 days | Management | Awareness | Number of replies |
| Social media | All | Social media | 7 days | Management | Awareness | Number of donations |
| Phone call | Community activists | Mobile phone | 14 days, 7 days, and 1 day out | bank call center | donation | Number of donations |